

**KILPATRICK
STOCKTON LLP**

Attorneys at Law

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Atlanta GA 30309-4530
t 404 815 6500 f 404 815 6555
www.KilpatrickStockton.com

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direct dial 404 815 6061
direct fax 404 541 3250
MTurton@KilpatrickStockton.com**FAX**

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Michael J. Turton

FROM

17

PAGES (WITH COVER)

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REFERENCE NO

53051/288305

CLIENT/MATTER NO.

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COMMENTS

The U.S. Patent and Trademark Office is asked to acknowledge receipt of the following:

1. Transmittal Form PTO/SB/21
2. Amendment and Response

Applicants: Simon TONG and Mark PEARSON

U.S. Serial No.: 10/661,741

For: Methods and Systems for Improving a Search Ranking Using Population Information
and Click Data

Examiner: Cheryl Renea LEWIS

Art Unit: 2167

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PTO/SB/21 (09-04)

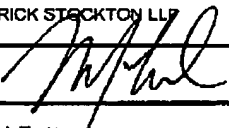
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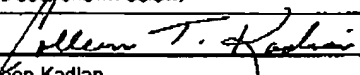
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	10/661,741
		Filing Date	September 12, 2003
		First Named Inventor	Simon TONG
		Art Unit	2167
		Examiner Name	Cheryl Renea LEWIS
Total Number of Pages in This Submission	16	Attorney Docket Number	53051/288305

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
<div style="border: 1px solid black; padding: 2px;">Remarks</div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	KILPATRICK STOCKTON LLP		
Signature			
Printed Name	Michael J. Turton		
Date	June 8, 2006	Reg. No.	40,852

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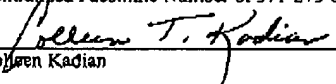
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Simon Tong and Mark Pearson
SERIAL NO.: 10/661,741 Group Art Unit: 2167
FILED: September 12, 2003 Examiner: LEWIS, Cheryl Renea
FOR: Methods and Systems for Improving a Search Ranking Using Population Information and Click Data

Attorney Docket No.: 53051/288305

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Colleen Kadian

AMENDMENT AND RESPONSE

Sir:

In response to the Office Action dated March 8, 2006, please consider the following amendment and response:

Amendment of the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 13 of this paper.